

October 2012

LOUISIANA TOURISM INDUSTRY MONTHLY INDICATORS

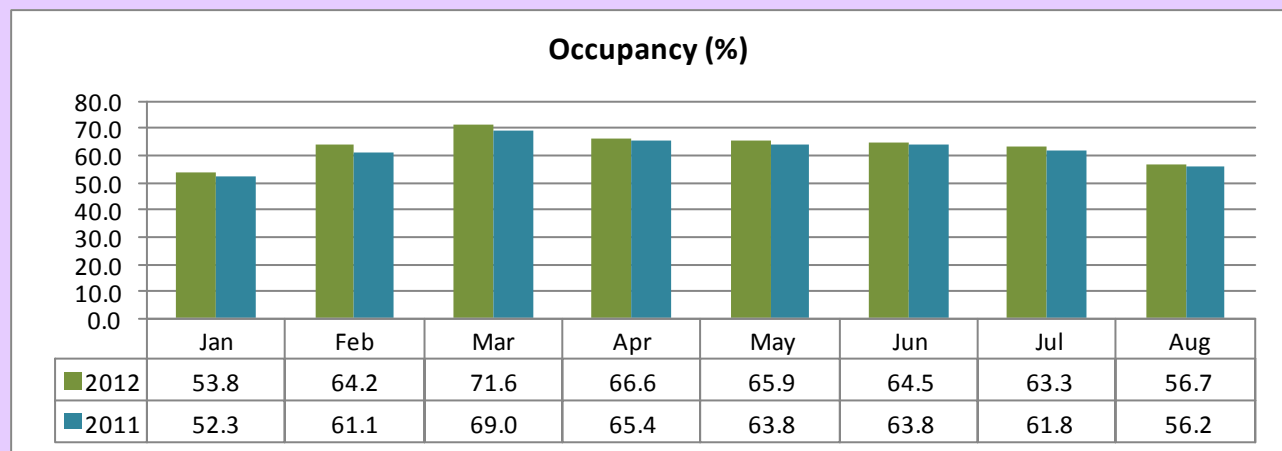
Produced by the Louisiana Office of Tourism



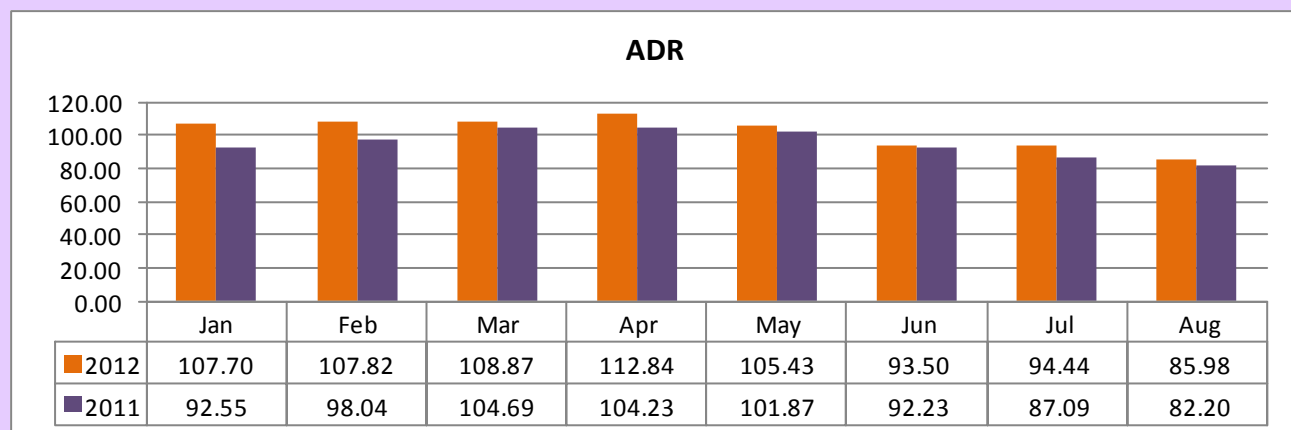
LouisianaTravel.com

Monthly Research Dashboard

LOUISIANA LODGING INDICATORS



In spite of Hurricane Isaac, Louisiana statewide occupancy rates saw a slight increase in this August occupancy rate over last August (0.5%).

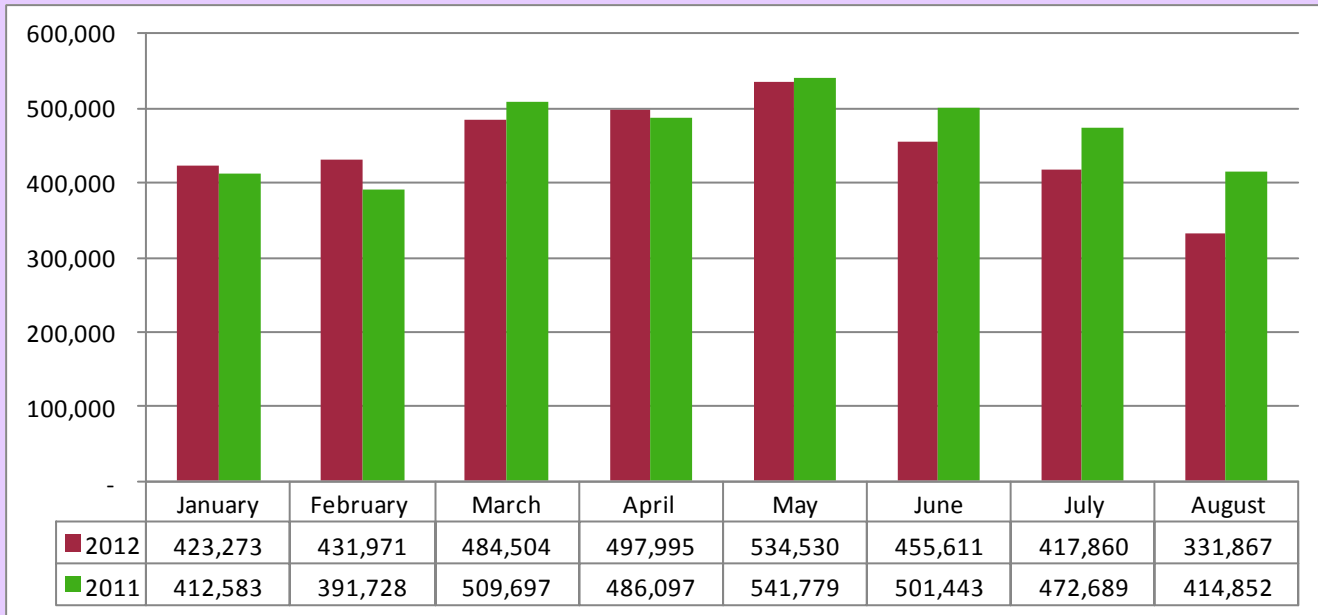


Louisiana statewide saw an increase in ADR from last August to this August and remains strong overall.

Source: Smith Travel Research

For more information on individual stats, please visit our Newsletter link at <http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx> or call Lynne Coxwell at 225-342-2876.

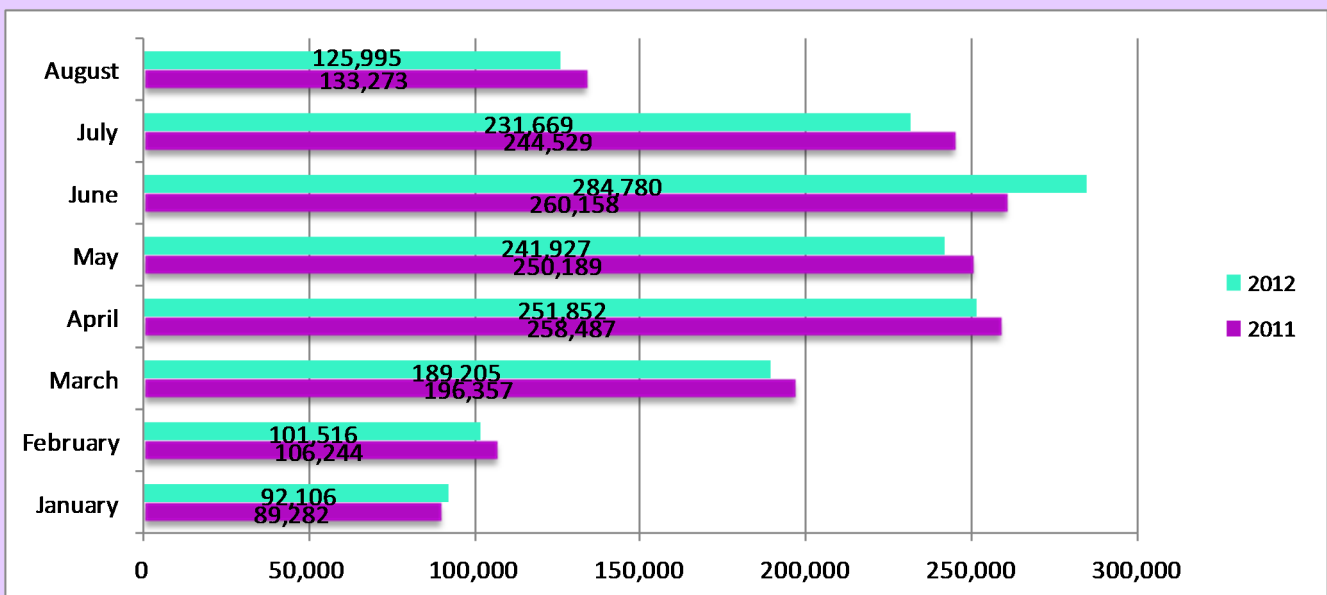
LOUISIANA AIRPORT TRAFFIC



August enplanements are **not** reported for Lafayette, Lake Charles, Monroe & Shreveport. June enplanements for Lafayette and Monroe are **not** reported; July enplanements for Lafayette and Shreveport are **not** reported; and March, April & May enplanements for Monroe are **not** reported for total.

Source: Individual LA airports (New Orleans, Baton Rouge, Lafayette, Shreveport, Lake Charles, Monroe, and Alexandria)

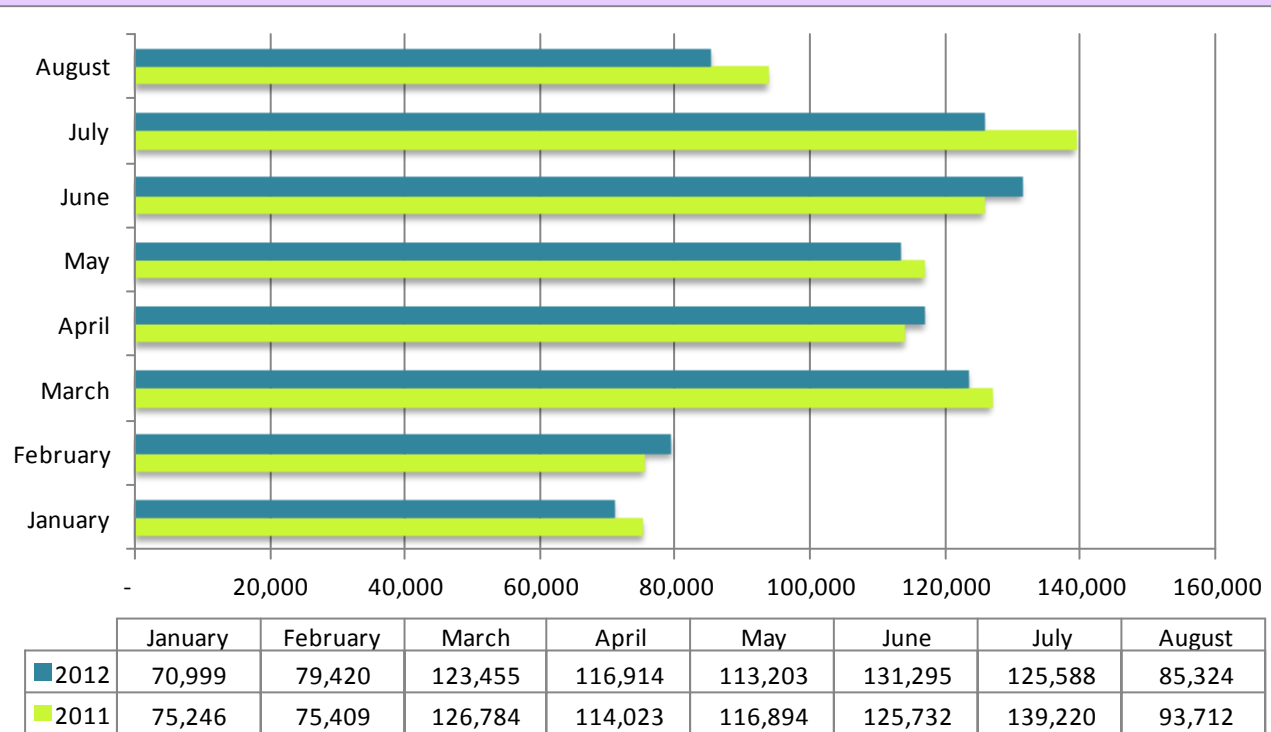
LOUISIANA STATE PARKS YR OVER YR VISITATION



For detailed information, please contact Reggie Dumas with State Parks at 225-342-8106.

Source: Louisiana State Parks

LOUISIANA WELCOME CENTERS



Top Ten Welcome Center International Visitor Totals Jan-Aug 2012

Canada*	15,489
France	6,262
United Kingdom	4,524
Mexico	3,919
Australia	3,093
Netherlands (Holland)	1,045
Switzerland	898
Belgium	873
Spain	823
Sweden	788

*Canada includes all of Canada provinces captured.

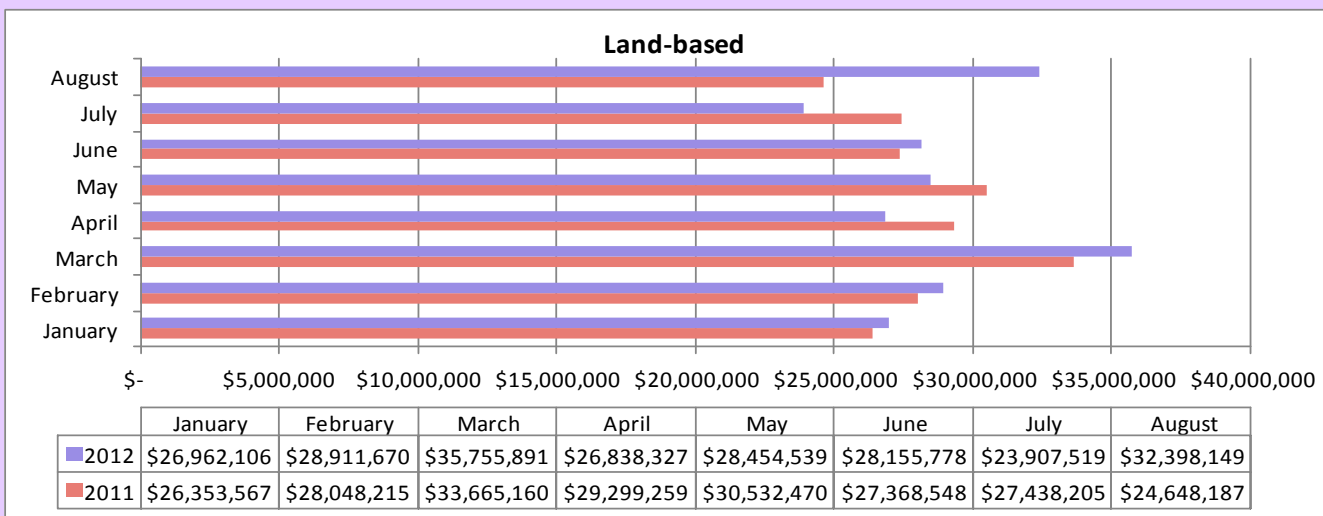
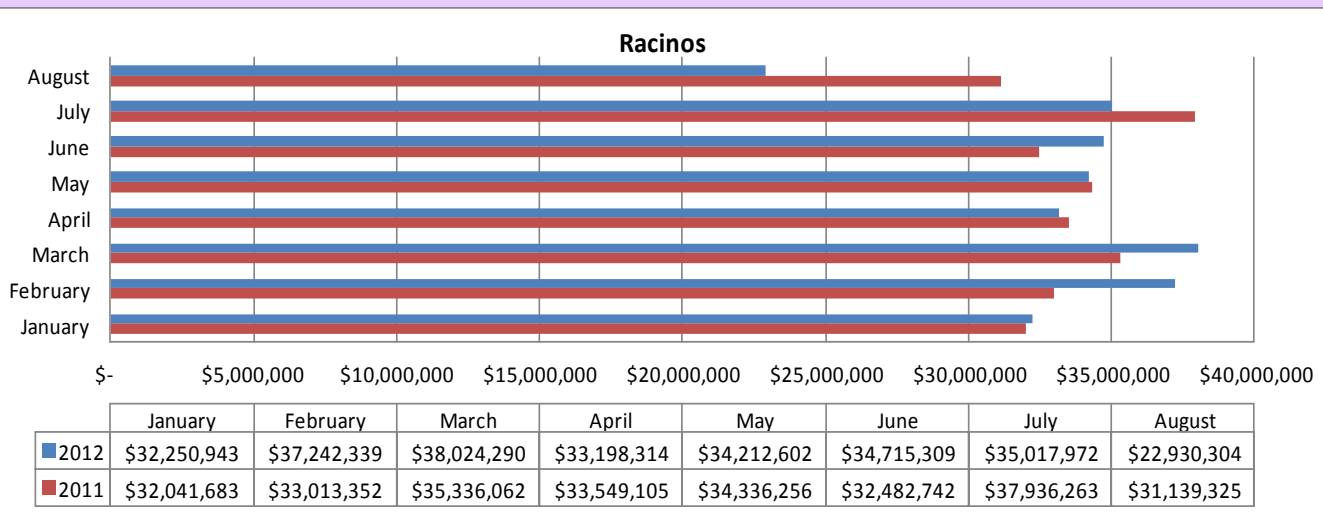
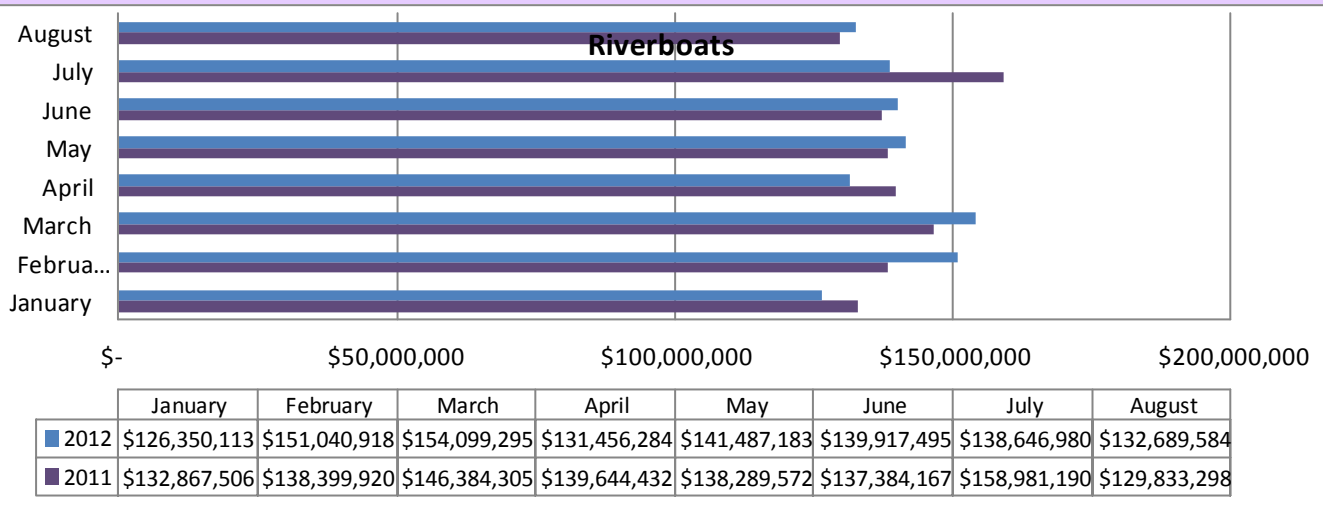
Top Ten Welcome Center Domestic Visitor Totals Jan-Aug 2012

LA	208,114
TX	174,786
MS	55,909
FL	47,784
AL	46,790
GA	22,722
CA	13,633
TN	12,989
OK	11,753
NC	10,848

Contact Nancy Broussard in Welcome Centers at 225.342.8122 for specific welcome centers visitation numbers.

Source: Louisiana Welcome Centers

LOUISIANA GAMING GROSS REVENUE



Source: Louisiana State Police